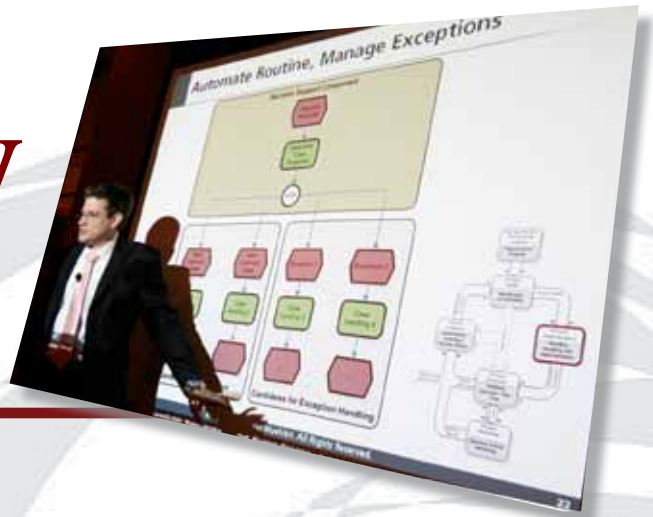


3rd Stevens BPM Day

ONE DAY EXECUTIVE SEMINAR

Learn how to analyze, automate, and optimize your organization's processes using BPMN and WfMC Standards.



Monday, June 22, 2009, 9:00 AM - 5:00 PM
Stevens Institute of Technology, Hoboken, NJ

CONCEPT

BPM Day is a full day executive seminar for Managers, Business Analysts, Consultants, Process Managers, and others interested in process improvement, workflow automation, enterprise architecture and service innovation.

Four world-renowned experts from industry and academia present case studies, modeling techniques, integration standards, and cutting-edge insights that help organizations streamline, improve, and innovate their business processes. Invest one day with us and you may be able to save many on your BPM projects.

WHO SHOULD ATTEND?

- Business and System Analysts Involved in Process Modeling and Discovery
- CIO and CTO charged with implementing BPM Centers of Excellence
- Process Architects Evaluating or Already Engaged in BPM
- Consultants Seeking Strategies for Risk Management
- System and Application Architects engaged in BPMS implementation
- Enterprise Architects looking to understand the integration of BPM and SOA

SUMMARY OF TOPICS

- The Business Case for BPM
- Process Modeling with BPMN 2.0
- Case Study: Managing Rules and Processes
- BPM and SOA: The New Enterprise Architecture
- An Overview of Workflow Standards
- Process Analytics and Optimization
- Case Study: Modeling Standards in Government
- and much more...

LOCATION

Stevens Institute of Technology
Babbio Center for Technology Management
Castle Point on Hudson
6th & River Street
Hoboken, New Jersey 07030
stevens.edu/bpm

PRESENTED BY

Workflow Management Coalition

wfM
fC



HOWE SCHOOL
of Technology Management

STEVENS
Institute of Technology

TESTIMONIALS FROM PREVIOUS ATTENDEES

"Excellent relevance to today's market's needs."

Consultant, Deloitte Consulting

"Presenters were informative and well paced."

Development Manager, Intercall

"Excellent, learned a lot, will be helpful in my work."

E-Business Manager, Donovan Data Systems

"Enjoyed this very much, will be helpful to my job and career."

CTO, Pharmaceutical Startup

"A day well spent."

Director, Deutsche Bank

"Very well organized and excellent delivery."

Researcher, Schering-Plough

"Presenters were excellent. Case stories were excellent."

Business Analyst, Fortune 100 Company

JUNE 22, 2009 9:00AM-5:00PM

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Business Process Innovation,
Service Management and Engineering

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SEMINAR SCHEDULE AT-A-GLANCE

8:30 REGISTRATION OPENS

9:00 WELCOME AND INTRODUCTION

9:15 BPM 101: THE BUSINESS VALUE OF PROCESS

How can we translate organizational strategy into effective processes?
How can we sell BPM projects to senior executives
What is the difference between as-is and to-be process maps?

10:00 CASE STUDY: ACCOUNTS PAYABLE

An inside look at a workflow automation project
How did we find high-value targets for process improvement?
How did we manage risk and compliance while streamlining processes?

10:40 COFFEE BREAK & NETWORKING

11:00 BPM 102: NEW ENTERPRISE ARCHITECTURE

How do Workflow & BPM fit into a model-driven, SOA-centric world
How to enable adaptable processes and architectures
Which standards exist, and which ones should you care about?

11:45 BPM 103: PROCESS INTELLIGENCE

How do Analytics and Simulation help BPM projects?
How can we define meaningful KPIs and Key Goal Indicators?
What is Process Optimization?

12:30 NETWORKING LUNCH

1:30 CASE STUDY: BPMN IN GOVERNMENT

An inside look at a Government process modeling initiative
How the Department of Denese uses BPM standards
How BPMN helps ensure Compliance

BACKGROUND

Stevens' BPM Day series combines speakers from industry and academia to deliver attendees a full-day of in-depth sessions on current and emerging topics around BPM.

This year's seminar is presented by leaders from the Workflow Management Coalition, a global standardization body for BPM technology. Their popular seminars have been delivered in more than 8 countries over the last two years, covering the core business impact and IT benefits of process improvement and workflow automation.

Attendees have the choice between two in-depth breakout sessions: One on analyzing processes with BPMN, the other on building a workflow automation infrastructure using standards-based tools and technologies.

BREAKOUT SESSION A: BPMN WORKSHOP

2:15 PROCESS MODELING WITH BPMN

Learn how to model processes in BPMN (w/ case studies)
Standard and Advanced BPMN Features
A Methodology for Process Modeling Projects

3:00 COFFEE BREAK & NETWORKING

3:30 BPMN 2.0: THE NEXT-GENERATION

A look ahead at the next version of the popular modeling standard
Choreography - How to deal with Organizational White Space
Customization - How to select a BPMN subset that works for you

BREAKOUT SESSION B: BPM TECHNOLOGY

MODEL PORTABILITY AND INTEROPERABILITY

Origins of Process Interchange
The difference between Process Management and Automation
Standards for Interoperability and Flexibility

WORK DISTRIBUTION AND RUN-TIME INTEGRATION

Workcast: Assigning tasks in distributed environments
WF-XML: "Plug-compatible" Process Integration
Designing a federated process architecture

4:30 QUESTIONS & ANSWERS PANEL

5:00 NETWORKING WITH A VIEW

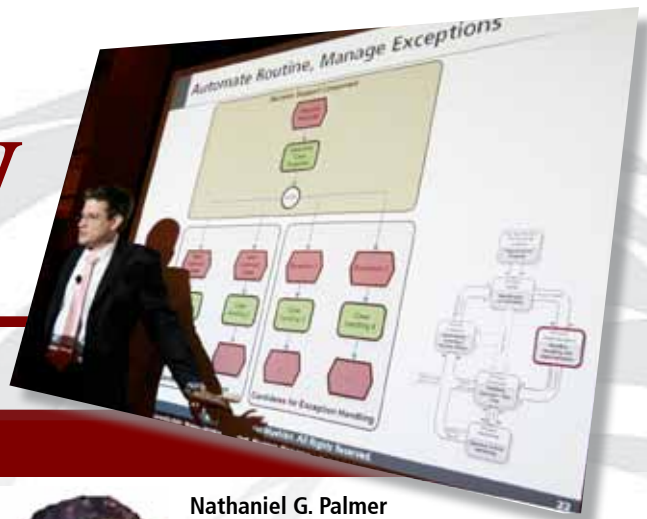
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PRESENTERS



Michael zur Muehlen, PhD
Director
Center of Excellence in
Business Process Innovation
Stevens Institute of Technology

Michael zur Muehlen directs the Center of Excellence in Business Process Innovation at Stevens

Institute of Technology and is responsible for Stevens' graduate and executive education programs in Business Process Management and Service Innovation. He has over 15 years of experience in the field of process management and workflow automation, and has led numerous process improvement and design projects in the utility, financial services, industrial, and telecommunications sector both in Europe and the US. Michael actively participates in BPM standardization efforts and in 2004 was named a fellow of the Workflow Management Coalition. His research focuses on the practical use of process modeling standards, techniques to manage operational risks in business processes, and the integration of business processes and business rules. He is the author of a book on workflow-based process controlling and numerous articles on process management and workflow automation. His presentations have been viewed more than 30,000 times.



Nathaniel G. Palmer
Executive Director
Workflow Management Coalition
and
Chief BPM Strategist
SRA International

Nathaniel Palmer is Chief BPM Strategist

of SRA International, as well as Executive Director of the Workflow Management Coalition. Previously he was Director, Business Consulting for Perot Systems Corp, where he worked under Jim Champy as a corporate-wide subject matter expert and primary ombudsman on Business Process Management. Nathaniel spent over a decade with Delphi Group as Vice President and Chief Analyst. Nathaniel is the author of several dozen research studies as well as co-author of The X-Economy (Texere, 2001) and frequent contributor to the annual BPM and Workflow Handbook series. He has been featured in media ranging from Fortune to the New York Times. In addition he has by-lined more than 100 articles in publications such as CIO and InformationWeek, interviewed on National Public Radio and World Business Review. In 1998 he was the first recipient of the AIIM Laureate in Workflow.



Keith D. Swenson
Technical Committee Chairman
Workflow Management Coalition
and
Vice President, Research & Development
Fujitsu Software Corporation

Keith Swenson is current Vice President of

Research and Development at Fujitsu Software Corporation for the Interstage family of products. He is pioneer in web services, and has helped the development of BPM standards such as WfMC Interface 2, OMG Workflow Facility, SWAP, Wf-XML, AWSP, WSCI, and is currently working on standards such as Workcast and ASAP. He has led efforts to develop software products to support work teams at MS2, Netscape, and Ashton Tate. He is currently the Chairman of the Technical Committee of the Workflow Management Coalition. In 2004 he was awarded the Marvin L. Manheim Award for outstanding contributions in the field of workflow.



Robert M. Shapiro
Chairman, XPDL Working Group
Workflow Management Coalition
and
Founder and Manager
Process Analytica

Robert Shapiro is founder and manager of

Process Analytica. He is also Senior Vice President: Research, for Global 360. He founded Cape Visions which was acquired by Global in 2005. At Cape Visions he directed the development of Analytics and Simulation software used by FileNet/IBM, Fujitsu, PegaSystems and Global 360 Business Process Management products. Prior to founding Cape Visions, as founder and CEO of Meta Software Corporation, he directed the implementation of a unique suite of graphical modeling and optimization tools for enterprise-wide business process improvement. Products based on these tools are used by Bank of America, Wells Fargo, JPMChase and other major banks to optimize their check processing and Lock Box operations. As a participant in the Workflow Management Coalition and chair of the working groups on conformance and process definition interchange, he plays a critical role in the development of international standards for workflow and business process management. In 2005 he was awarded the Marvin L. Manheim Award for outstanding contributions in the field of workflow.

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STEVENS BPM DAY 2009 REGISTRATION FORM

Please Print and Fax to: +1 (201) 216 5385

Or email your information to: mzurmuehlen@stevens.edu

Name (First, Middle, Last)

Company

Title

Street

City

State

ZIP

Email

Phone Home Work

I would like to register for the Stevens BPM Day on June 22, 2009

- Early Registration (by 06/01/2009): \$495 Regular Registration (after 06/01/2009): \$595
 WfMC Member (by 06/01/2009): \$395 WfMC Member (after 06/01/2009): \$495
 Stevens Alumni/Student/Faculty: \$295

I would like to receive more information

- I would like to schedule a BPM seminar for my organization
 I would like to know more about Stevens graduate programs in BPM
Please call me email me
 I would like to learn more about the WfMC

Please charge

- Seminar Fee in the amount of \$ _____
 MasterCard VISA American Express
Credit Card #: _____ Exp. Date: _____
CVC # (3 digits for VISA and MasterCard, 4 digits for AmEx): _____
Name on Credit Card: _____

Billing Address: Same as Above See Below

Street

City

State

ZIP

Phone

Signature:

Date:

JUNE 22, 2009 9:00AM-5:00PM